

Message Text

UNCLASSIFIED

PAGE 01 BANJUL 01532 151135Z
ACTION AF-08

INFO OCT-01 EUR-12 ISO-00 EB-07 /028 W
----- 008843 /53

R 150900Z DEC 76
FM AMEMBASSY BANJUL
TO USDOC WASHDC
INFO SECSTATE WASHDC 3905
AMEMBASSY THE HAGUE

UNCLAS BANJUL 1532

THE HAGUE FOR AMSTERDAM

E.O.: 11652 N/A
TAGS: BDIS GA US
SUBJECT: COMPLAINT AGAINST POLAROID CORP

1) LOCAL BUSINESSWOMAN, MRS. HAYAT JOLLY (FARID MILKY AND HAYAT JOLLY, 6A WELLINGTON ST., P. O. BOX 551, BANJUL) HAS COMPLAINED TO CHARGE ABOUT HER ABRUPT DISMISSAL BY POLAROID CORP. AS COMPANY'S EXCLUSIVE DISTRIBUTOR IN THE GAMBIA. MRS. JOLLY HAS BEEN POLAROID DISTRIBUTOR FOR PAST FIVE YEARS, AND REPORTS THAT SHE HAS BUILT POLAROID BUSINESS FROM DOLS 3000 PER ANNUM TO 1976 TOTAL OF DOLS 14,000 FOR FIRST 11 MONTHS. WITH NO FOREWARNING, SHE RECEIVED FORM-TYPE LETTER, DATED NOV. 29, FROM RICHARD W. YOUNG, PRESIDENT INTERNATIONAL DIV., POLAROID CORP., CAMBRIDGE, MASS., NOTIFYING HER THAT HER ANNUAL CONTRACT AS EXCLUSIVE DISTRIBUTOR WOULD NOT BE RENEWED, AND WOULD END ON DEC. 31, 1976.

2) MRS. JOLLY HAS ALSO RECEIVED TWO LETTERS (DATED DEC. 2 AND 3) FROM POLAROID (EUROPA)SBV., AMSTERDAM, THE NETHERLANDS. FIRST LETTER SAID "OUR PROGRESS IN GAMBIA HAS NOT BEEN UP TO OUR EXPECTATIONS AND WE BELIEVE BETTER DISTRIBUTION COVERAGE CAN BE OBTAINED THROUGH ALTERNATIVE ARRANGEMENTS." SECOND, FROM H. DOEFF, AREA SALES MANAGER, ANNOUNCED THAT HE WOULD BE IN BANJUL DEC. 21-23, AND ASKED FOR APPOINTMENT TO SEE MRS. JOLLY.

3) UNDERSTANDABLY UPSET, MRS. JOLLY FEELS POLAROID OWES HER AN EXPLANATION FOR WHAT APPEARS TO HER AS HIGH-HANDED TREATMENT BY A LARGE US COMPANY OF A SMALL WEST AFRICAN TRADING CONCERN.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BANJUL 01532 151135Z

CLAIMING THAT SHE HAS FULFILLED ALL SALES TARGETS FIXED BY

POLAROID, SHE CANNOT SEE ANY REASON FOR TERMINATING THIS DISTRIBUTORSHIP. MOREOVER, SHE HAS ORDERS WORTH DOLS 3000 PENDING, AND A FURTHER DOLS WAITING TO BE PROCESSED, AND IS AFRAID OF DISAPPOINTING HER CUSTOMERS.

4) ACTION REQUESTED: MRS. JOLLY IS A REPUTABLE BUSINESSWOMAN, WELL AND FAVORABLY KNOWN TO EMBASSY. REQUEST USDOC CONTACT POLAROID AND AT LEAST TRY TO ELICIT FULLER EXPLANATION FOR TERMINATION. MRS. JOLLY FEARS DISTRIBUTORSHIP MAY NOW BE TRANSFERED TO ONE OF BANJUL'S LARGER FOREIGN-OWNED TRADING FIRMS, WHICH, IF IT OCCURS COULD EFFECT POLAROID'S IMAGE IN THIS SMALL TIGHTLY KNIT WEST AFRICAN CAPITAL. WYGANT

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BANJUL01532
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760461-1025
From: BANJUL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761238/aaaabgxl.tel
Line Count: 73
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: schwenja
Review Comment: n/a
Review Content Flags:
Review Date: 17 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17 JUN 2004 by hattaycs>; APPROVED <23 AUG 2004 by schwenja>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMPLAINT AGAINST POLAROID CORP 1) LOCAL BUSINESSWOMAN, MRS. HAYAT JOLLY (FARID MILKY AND HAYAT JOLLY, 6A WELLINGTON ST., P. O. BOX 551, BAN
TAGS: BDIS, GA, US
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006